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**REVOCAATION OF POWER OF  
ATTORNEY WITH  
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Application/Patent Number	09/873,784
Filing/Issue Date	June 4, 2001
First Named Inventor/Patentee	Mark Fagnani
Confirmation Number	2841
Group Art Unit	2623
Examiner Name	Olugbenga O. Idowu
Attorney Docket Number	2657.2007-001

Title System and Method for Reporting Counted Impressions

I hereby revoke all previous powers of attorney given in the above-identified application.

☐ I hereby appoint the following practitioner(s): [Not to exceed 10]

OR

☒ I hereby appoint the practitioners associated with the Customer Number: **45809**

Please change the correspondence address for the above-identified application to:

☒ **Customer Number 45809**  
Shook, Hardy & Bacon LLP  
c/o Microsoft Corporation  
Intellectual Property Department  
2555 Grand Boulevard  
Kansas City, MO 64108-2613

☐ Other

Please direct all telephone calls and facsimiles to:

Name \_\_\_\_\_ Tel. No. \_\_\_\_\_ Fax No. \_\_\_\_\_

I am the:

☐ Applicant/Inventor.

☒ Authorized representative of the Assignee, Navic Systems, Inc., of the entire interest. See 37 CFR § 3.71. A Statement under 37 CFR § 3.73(b) is enclosed.

☐ Authorized representative of the Assignee, [ \_\_\_\_\_ ], together with [ FILL IN WITH NAME OF ASSIGNEE ], of the entire interest. A Statement under 37 CFR § 3.73(b) is enclosed.

SIGNATURE of Applicant or Assignee of Record

Signature	
Name & Title	Benjamin Owen Orndorff, Secretary
Date	October 15, 2008

STATEMENT UNDER 37 CFR § 3.73(b)Applicant/Patentee: Mark Fagnani, Terri Swartz, Chaitanya Kanojia and Kirk CameronApplication No./Patent No.: 09/873,784 Filed/Issue Date: June 4, 2001For: System and Method for Reporting Counted ImpressionsNavic Systems, Inc.

(Name of Assignee)

a

Corporation

Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is

- A. ☒ the assignee of the entire right, title and interest in the patent application identified above; or
- B. ☐ an assignee together with [ ] of the entire right, title and interest in the patent application identified above.

The right, title and interest of the above-named assignee in the patent application identified above is established by virtue of:

- A. ☒ An assignment from the inventor(s) of the patent application identified above. The assignment was recorded in the Patent and Trademark Office at Reel 012474, Frame 0401-0405, or a copy thereof is attached.

OR

- B. ☐ A chain of title from the inventor(s) of the patent application identified above, to the current assignee as shown below:

1. From: \_\_\_\_\_ To: \_\_\_\_\_  
The document was recorded in the United States Patent and Trademark Office at Reel \_\_\_\_\_, Frame \_\_\_\_\_, or a copy thereof is attached.
2. From: \_\_\_\_\_ To: \_\_\_\_\_  
The document was recorded in the United States Patent and Trademark Office at Reel \_\_\_\_\_, Frame \_\_\_\_\_, or a copy thereof is attached.
3. From: [ ] To: [ ]  
The document was recorded in the United States Patent and Trademark Office at Reel [ ], Frame [ ], or a copy thereof is attached.

☐ Additional documents in the chain of title are listed on a supplemental sheet.

As required by 37 CFR 3.73(b)(1)(i), the documentary evidence of the chain of title from the original owner to the assignee was, or concurrently is being, submitted for recordation pursuant to 37 CFR 3.11.

[NOTE: A separate copy (i.e., a true copy of the original assignment document(s)) must be submitted to Assignment Division in accordance with 37 CFR Part 3, to record the assignment in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

Signature: Name: Benjamin Owen GendortzTitle: SecretaryDate: October 15, 2008